

SYSTEM, METHOD, APPARATUS AND MEANS FOR INFORMATION
TRANSMISSION OVER A COMPUTER NETWORK

ABSTRACT

A network communication system, method, apparatus and means is provided which includes identifying, for a communication session, an originator and a participant. A reciprocity rule for the communication session is established, and the communication session is conducted based on the reciprocity rule. The
5 reciprocity rule may be, for example, a rule preventing the participant from sending a message to the originator during the communication session. The reciprocity rule may also be, for example, a rule allowing the participant to send a message to the originator during the communication session. Other rules may also be provided to govern communications during a communication session pursuant
10 to embodiments of the present invention.